



Traffic Order# 100292  
Printed: 04/16/2012 2:50 PM  
EC'd Yes  
Last Received: 04/13/2012 11:41 AM

## Showing Buylines: All Lines

Rep Order# 6809751 Ver# 1 Mod# 0 Status Confirmed  
Estimate#  
Buyer Phone#  
Fax#

Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY					
Advertiser	( ) NRSC	Agency C/P/I/PZ/E	Flight Dates	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845					
Product	NRSC 2012	Hiatus Weeks							
Estimate#	JESSICA MURRAY								
Buyer Phone#									
Fax#									
LT	In Day	Time	Program	Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart					
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10	M-TU	11A-12P	Buyline Comment: RACHEL	:30 \$325.00 10/08-10/09 4 1 4 \$1,300.00					
11	M-TU	12P-1230P	Buyline Comment: NEWS	:30 \$425.00 10/08-10/09 2 1 2 \$850.00					
12	W-F	12P-1230P	Buyline Comment: NEWS	:30 \$425.00 10/03-10/05 3 1 3 \$1,275.00					
13	W-F	1230P-1P	Buyline Comment: AGENDA	:30 \$325.00 10/03-10/05 3 1 3 \$975.00					
14	M-TU	1230P-1P	Buyline Comment: AGENDA	:30 \$325.00 10/08-10/09 2 1 2 \$650.00					
15	M-TU	2P-3P	Buyline Comment: DRS	:30 \$325.00 10/03-10/05 3 1 3 \$975.00					
16	W-F	2P-3P	Buyline Comment: DRS	:30 \$450.00 10/03-10/05 6 1 6 \$2,700.00					
17	W-F	3P-4P	Buyline Comment: PHIL	:30 \$450.00 10/08-10/09 4 1 4 \$1,800.00					
18	M-TU	3P-4P	Buyline Comment: PHIL	:30 \$700.00 10/08-10/09 2 1 2 \$1,400.00					
19	M-TU	4P-430P	Buyline Comment: NEWS	:30 \$700.00 10/03-10/05 3 1 3 \$2,100.00					
20	W-F	4P-430P	Buyline Comment: NEWS	:30 \$700.00 10/03-10/05 3 1 3 \$2,100.00					

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Advertiser	( ).NRSC	Agency C/P1/P2/E			
Product	NRSC 2012	Flight Dates	10/03/2012 - 10/09/2012	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845	
Estimate#		Hiatus Weeks			
Buyer	JESSICA MURRAY	Len	Dates	Spots/Week # of Weeks Total Spots Total Cost Daypart	
Phone#		Day	Time		
Fax#		In	Program		
LT					
---		---	---	---	---
---		W-F	430P-5P	:30 \$700.00 10/03-10/05 3	\$2,100.00
			Buyline Comment: NEWS		
22	M-TU	430P-5P		:30 \$700.00 10/08-10/09 2	2 \$1,400.00
			Buyline Comment: NEWS		
23	M-TU	5P-630P		:30 \$1,100.00 10/08-10/09 2	2 \$2,200.00
			Buyline Comment: NEWS		
24	W-F	5P-630P		:30 \$1,100.00 10/03-10/05 3	1 \$3,300.00
			Buyline Comment: NEWS		
25	W-F	7P-730P		:30 \$1,200.00 10/03-10/05 3	1 \$3,600.00
			Buyline Comment: JEP		
26	M-TU	7P-730P		:30 \$1,200.00 10/08-10/09 2	1 \$2,400.00
			Buyline Comment: JEP		
27	M-TU	730P-8P		:30 \$1,200.00 10/08-10/09 2	1 \$2,400.00
			Buyline Comment: WHEEL		
28	W-F	730P-8P		:30 \$1,200.00 10/03-10/05 3	1 \$3,600.00
			Buyline Comment: NEWS		
29	W-F	11P-1135P		:30 \$1,100.00 10/03-10/05 3	1 \$3,300.00
			Buyline Comment: NEWS		
30	M-TU	11P-1135P		:30 \$1,100.00 10/08-10/09 2	1 \$2,200.00
			Buyline Comment: NEWS		
31	M-TU	1135P-1235A		:30 \$450.00 10/08-10/09 2	1 \$900.00
			Buyline Comment: TON SHOW		

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4 of 6

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Advertiser	( ).NRSC NRSC 2012	Agency C/P1/P2/E	Flight Dates Hians Weeks	Sales Office	Salesperson ( )
Product	JESSICA MURRAY	Len	Rate	Dates	Daypart
Estimate#		---	---	---	---
Buyer		---	---	---	---
Phone#		---	---	---	---
Fax#		---	---	---	---
LT	Ln	Day	Time	Program	
33	W		9P-10P	Buyline Comment: PRIME	
34	F		8P-9P	Buyline Comment: DLINE	
35	SA		6A-7A	Buyline Comment: BEWS	
36	SA		7A-9A	Buyline Comment: SAT TODAY	
37	SA		9A-930A	Buyline Comment: NEWS	
38	SA		7P-8P	Buyline Comment: WH/JEP	
39	SA		10P-11P	Buyline Comment: PRIME	
40	SA		11P-1135P	Buyline Comment: NEWS	
41	SA		1130P-1A	Buyline Comment: SNL	
42	SU		6A-7A	Buyline Comment: WAKE UP	

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Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ).NRSC

Product NRSC 2012

Estimate#

Buyer JESSICA MURRAY

Phone#

Fax#

LT

Ln

Day

Time

Program

Agency ( ) STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/03/2012 - 10/09/2012

Hiatus Weeks

Rep Firm Sales Office ( ) PHILADELPHIA

( ) AMY MCCREARY

Salesperson ( )

Salesperson Phone#

Salesperson FAX#

215-568-6540

215-568-1845

Agency ( ) STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/03/2012 - 10/09/2012

Hiatus Weeks

Rep Firm Sales Office ( ) PHILADELPHIA

( ) AMY MCCREARY

Salesperson ( )

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( ) AMY MCCREARY

Salesperson ( )

Salesperson Phone#

Salesperson FAX#

215-568-6540

215-568-1845

Rep Firm Sales Office ( ) PHILADELPHIA

( ) AMY MCCREARY

Salesperson ( )

Salesperson Phone#

Salesperson FAX#

215-568-6540

215-568-1845

—REPORT TOTALS—

Report Totals: 115 / \$84,650.00

—SALES MONTHLY TOTALS—

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Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( N.R.S.C ) N.R.S.C  
Product N.R.S.C 2012

Estimate# JESSICA MURRAY  
Buyer JESSICA MURRAY  
Phone#  
Fax#

Oct 12: 115 / \$84,650.00

Sales Totals: 115 / \$84,650.00

Station Totals: 115 / \$84,650.00

Lines not sent/rclld/rtrn: 0 / \$0.00

**—COMPETITIVE—** Market Totals \$273,065

CATV 0% KBLR 0% KLAS 31%  
KTNN 17% KTUD 1% KVNU 2%  
XXXX 0%  
KINC 0%  
KVCM 1%  
XXXX 0%

**—COMPETITIVE COMMENTS—**

NEW ORDER

EST SHARES

KTUD LESS THAN 1

Books NOV12  
Demos RA35+

**—CREDIT RISK—**  
CASH IN ADVANCE

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007

Agency C/P1/P2/E  
Flight Dates 10/03/2012 - 10/09/2012  
Hiatus Weeks

Rep Firm ( ) PHILADELPHIA  
( ) AMY MCCREARY

Sales Office ( )  
Salesperson ( )  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845